

# IDEATION PHASE

## PEOPLE:

YOUTH, TEENAGERS, BUSINESS PEOPLE, GOVERNMENT EMPLOYEES, POLICE, DOCTORS, COMMON PEOPLE.

## ACTIVITIES:

SPORTS, LEAGUE, POLITICS, WORLD GOVERNMENT, ENTERTAINMENT, CINEMA, PUBLIC ISSUES, CRIME,

## SITUATION/CONTEXT/LOCATION:

- \*INCREASE IN NUMBER OF IRRELEVANT NEWS
- \*USING MULTIPLE APPS BECAUSE NOT GETTING RELEVANT CONTENT IN ONE
- \*FAKE NEWS GETTING SHARED
- \*SPAMMED WITH NOTIFICATION
- \*FAKE NEWS MAKES THE ACTUAL NEWS LOSE IT'S CREDIBILITY

## PROPS/TOOLS:

- \*APP SHOULD ASK INITIALLY , WHAT CATEGORIES ARE THEY INTERESTED TO READ FROM

\*ENSURE THAT APP CATERS TO ALL NEEDS EXPECTED  
BY THE USERS

\*GIVING AN OPTION TO CHOOSE THE FONT SIZE FOR  
READABILITY

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